trendfairs | press release

World of Fireplaces 2027: International Industry Meeting Point Connects Industry Stakeholders with New AI Platform

The international trade fair for fireplaces and modern heating solutions is further strengthening its international standing as an industry meeting point with its third edition and consistently aligning its offering with the future. A new digital platform featuring an AI-powered trade fair assistant enables visitors to plan their visit individually and provides exhibitors with additional opportunities for targeted customer outreach and business development. In this way, World of Fireplaces combines technological innovation with personal interaction and cross-industry networking. From 13 to 15 April 2027, international manufacturers will present their products and latest developments in Leipzig for the third time.

The way trade visitors gather information about products, companies and industry topics and prepare their purchasing decisions is changing rapidly with the development of AI. World of Fireplaces (WOF) is responding to this trend by introducing a new digital platform for its next edition, taking place from 13 to 15 April 2027. At its core is an AI-powered trade fair assistant that enables targeted planning. Exhibitors can use the platform to showcase product innovations, exhibits and industry expertise, increase their visibility and reach potential customers before the trade fair begins. Real-time statistics also allow them to measure and optimise the effectiveness of their digital presence. Based on their individual interests, visitors receive recommendations for relevant exhibitors, making it significantly easier to prepare for their visit. In this way, WOF extends its offering beyond the three-day trade fair itself, combining the benefits of face-to-face interaction with the opportunities offered by digital technologies.

WOF 2027: A firm fixture in the industry calendar

The new digital platform is part of a broader trade fair concept that addresses key challenges and future trends in the industry. Even in a challenging economic environment, World of Fireplaces has established itself as an international meeting point for the industry and secured a firm place in the event calendar. The participation already confirmed by numerous companies once again highlights one of WOF's key strengths: bringing together manufacturers, suppliers, retailers and skilled trades in Leipzig to foster cross-industry exchange.

"For La Nordica-Extraflame, WORLD OF FIREPLACES is a strategically important event and an opportunity for professionals in our industry to exchange ideas," explains Gianni Ragusa, Managing Director of La Nordica-Extraflame.

Lorenz Gegler of CB-tec GmbH also emphasises the importance of the trade fair: "Fireplaces are our core area of expertise. WORLD OF FIREPLACES is therefore the perfect platform to present our products to a professional audience."

Hybrid Heat: Innovative Concepts for the Energy Transition

In addition to cross-industry exchange, WOF 2027 will also focus on future technologies in the fireplace sector. The special exhibition “Hybrid Heat” will showcase innovative concepts that intelligently combine modern fireplaces with other heating technologies and renewable energy sources, such as heat pumps and solar technology, opening up new possibilities for efficient and sustainable heat supply.

Outdoor Show: Outdoor Fireplaces in the Spotlight

Outdoor spaces are also becoming increasingly important for the fireplace industry. Whether as a source of heat or a design feature, fireplaces for patios and gardens offer manufacturers new opportunities and expand the industry’s product range. With the Outdoor Show, WOF dedicates a separate exhibition area to this market segment. In addition to outdoor fireplaces, exhibitors can showcase other products here, attracting further attention to their offerings.

Fireplace HUB: Future Trends in Focus

The Fireplace HUB will host a topical and diverse programme of presentations and discussions for trade visitors. Topics will range from regulation and politics to technology, standards and innovation, as well as energy and sustainability and current issues relating to skilled trades, markets and practical applications. With its broad range of subjects, the Fireplace HUB caters to a wide variety of professional groups, including manufacturers and industry representatives, architects, energy and climate consultants, stove builders, specialist fireplace retailers, HVAC contractors and chimney sweeps.

Another key focus is on the current challenges facing skilled trades. On 13 and 15 April, special events will address topics including marketing, artificial intelligence and business succession. The programme is complemented by guided tours to selected exhibitors. On the final day of the trade fair, the “Mystery Flame” initiative invites visitors to take part in various exhibitor activities from 12 noon.

Further information about individual events and activities will be published over the coming months on the new digital platform and across WOF’s social media channels.

Save the Date
World of Fireplaces 2027
13–15 April 2027 | Leipzig Exhibition Centre | Hall 5

About World of Fireplaces – the fireplace to be
World of Fireplaces, the international trade fair for fireplaces, brings together expertise in all aspects of comfort and warmth. Here, manufacturers and suppliers from all over the world showcase their products and services in an environment specifically tailored to the industry's needs. Exhibitors – ranging from industry leaders and medium-sized companies to promising newcomers – showcase a wide range of products: from pellet stoves, tiled stoves and storage stoves to electric fireplaces and wood-burning stoves, decorative fireplaces, cookers and barbecues, right through to outdoor fire pits and outdoor kitchens. The range is complemented by flue systems, separation and control technology, fuels, bricks and fireclay, as well as software for smart homes and system control.

www.world-of-fireplaces.de/home/

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About trendfairs
The organiser of World of Fireplaces is trendfairs GmbH, a trade fair organiser specialising in high-quality industry events. Combining extensive expertise with a keen understanding of the market, trendfairs GmbH creates event experiences with strong appeal. In addition to World of Fireplaces, the international trade fair for fireplaces in Leipzig, its portfolio includes MedtecLIVE, a European trade fair for medical technology suppliers; küchenwohntrends, a trade fair for kitchens and interiors in Salzburg; area30, a trade fair for the kitchen industry in Löhne; and swiss interior expo, a trade fair for kitchens and interiors in Bern.